

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

WO

REPLY TO: 1620 Programs, Cooperative

June 15, 1970

SUBJECT: Instructions for Ordering 1971 CFFP Items



TO: Regional Foresters; Area Directors; State Foresters;
Bureau Chiefs, Department of the Interior;
Managers, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D. C. JULY 31, 1970

"Forest Fires Burn More Than Trees," the theme of the 1971 CFFP Campaign, reflects a growing national concern for a quality environment. We hope that this added emphasis will contribute to the effectiveness of forest fire prevention programs at all levels.

In keeping with the procedure established last year, the free allowances for 1971 items will again be in the form of cash credits. This year's allowances to Regions and Areas have been liberalized to include \$1,000 as a base, plus \$200 for each Supervisor, plus \$1,000 for each State Forester. If you use some other basis for allocating credits to Supervisors or States, be sure that the total claim does not exceed: \$6,200 for R-1; \$9,000 for R-2; \$5,600 for R-3; \$7,600 for R-4; \$6,400 for R-5; \$6,800 for R-6; \$3,800 for R-8; \$4,000 for R-9; \$2,600 for R-10; \$14,000 for S.A.; and \$21,000 for N.A.

We will also follow last year's procedure in regard to the transfer of funds to the Washington office. Basically, this provides for the transfer of the full amount obligated upon request from the W.O. early in the fiscal year. Detailed instructions for this procedure are outlined in our memorandum - (1620-6500) dated June 10, 1969.

Individual State Forester credit lines will not be furnished on posters, but will be placed when States, USDI Agencies, or CFA units order 1,000 or more pocket planners or any single pamphlet or folder; 5,000 or more bookmarks, song sheet, litterbags or bookcovers.

Prices are FIRM and include delivery to one point in each State, and one point in each Region or Area.

Mal Hardy
MAL HARDY
Director of Forest Fire Prevention

cc: Station Directors

ORDER FORM

1971 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

FROM: _____
Name, Title, Agency, Phone Number

SHIP ORDER TO: _____

Credit Line (one line only) _____

1971 Item No.	Description	How Many?	Price per M, \$\$	Total \$\$
1a	Basic Poster, 13" x 18½", paper		45	
1b	" " " " " , cardboard ...		65	
2a	School Poster, 13" x 18½", paper		45	
2b	" " , " " " , cardboard ..		65	
2c	" " , 7" x 10" , paper		25	
3a	Range Poster, 21½ x 17" , paper		60	
3b	" " , " " , cardboard ..		100	
4a	Smokey Poster, 13" x 18½", paper		45	
4b	" " " " , cardboard ..		65	
5	Stamps, blocks of 4		3	
6	Sticker, new, die cut		15	
7	Bookmark		5	
8a	Coloring Sheet, No. 29		6	
8b	" " , No. 30		6	
9	Pocket Planner, new size & design		110	
10	Litterbag, new poly plastic		16	
11a	Smokey Bear Shoulder Patch, 3" x 4½" ..		275	

1971 Item No.	Description	How Many?	Price Per M, \$\$	Total \$\$
11b	Smokey Bear Shoulder Patch, 3-7/8"x4-1/8"		600	
12	Smokey Bear Emblem, Circular 3-1/16"Dia.		115	
13a	Bookcover, Teens		65	
13b	Bookcover, Conservation new design		65	
14	Ruler, wooden - 12".....		22	
15	Basic Teachers Kit.....		105	
16	"True Story" Comic Book		28	
17	"Smokey Bear's Story of the Forest"		30	
18	"Smokey's Record"		33	
19	"You and Forest Fires"		50	
20a	Song Sheet, Conservation Pledge		6	
20b	" " , Neckerchief Slide		6	
21	Junior Forest Ranger Handbook		40	
22	Coaster/Ashtray		16	
23	Wallet Card		3	
24	Roadside Sign, 5' x 7'5"		118	
25a	" " , 44" x 16", Forest Fire ..		each 10	
25b	" " , " " , Range Fires ..		each 10	
26	Roadside Sign, 18" x 24", Fiberglass ...		each 5	
27	Lapel Tab.....		each 7	
28a	Fire Rules Folder, Mr. Camper		45	
28b	" " " , Mr. Farmer		45	
28c	" " " , Mr. Fisherman		45	
28d	" " " , Mr. Hiker		45	
28e	" " " , Mr. Rancher		45	

1971 Item No.	Description	How Many?	Price Per M, \$\$	Total \$\$
28f	Fire Rules Folder, Mr. Hunter.....		45	
29	Name Tag, adhesive back		6	
30a	Day-Glo Strip, Prevent Forest Fires ..		90	
30b	" " " , Prevent Range Fires ...		90	
30c	Scotchlite Strip, Prevent Forest Fires		250	
30d	" " " , Use Your Ashtray ...		250	
31	Placemat, paper		8	
32	Citation Award, 10" x 12" vellum		.10	
			each	
33	Appreciation Award, 6"x6" wood shield		3	
			each	

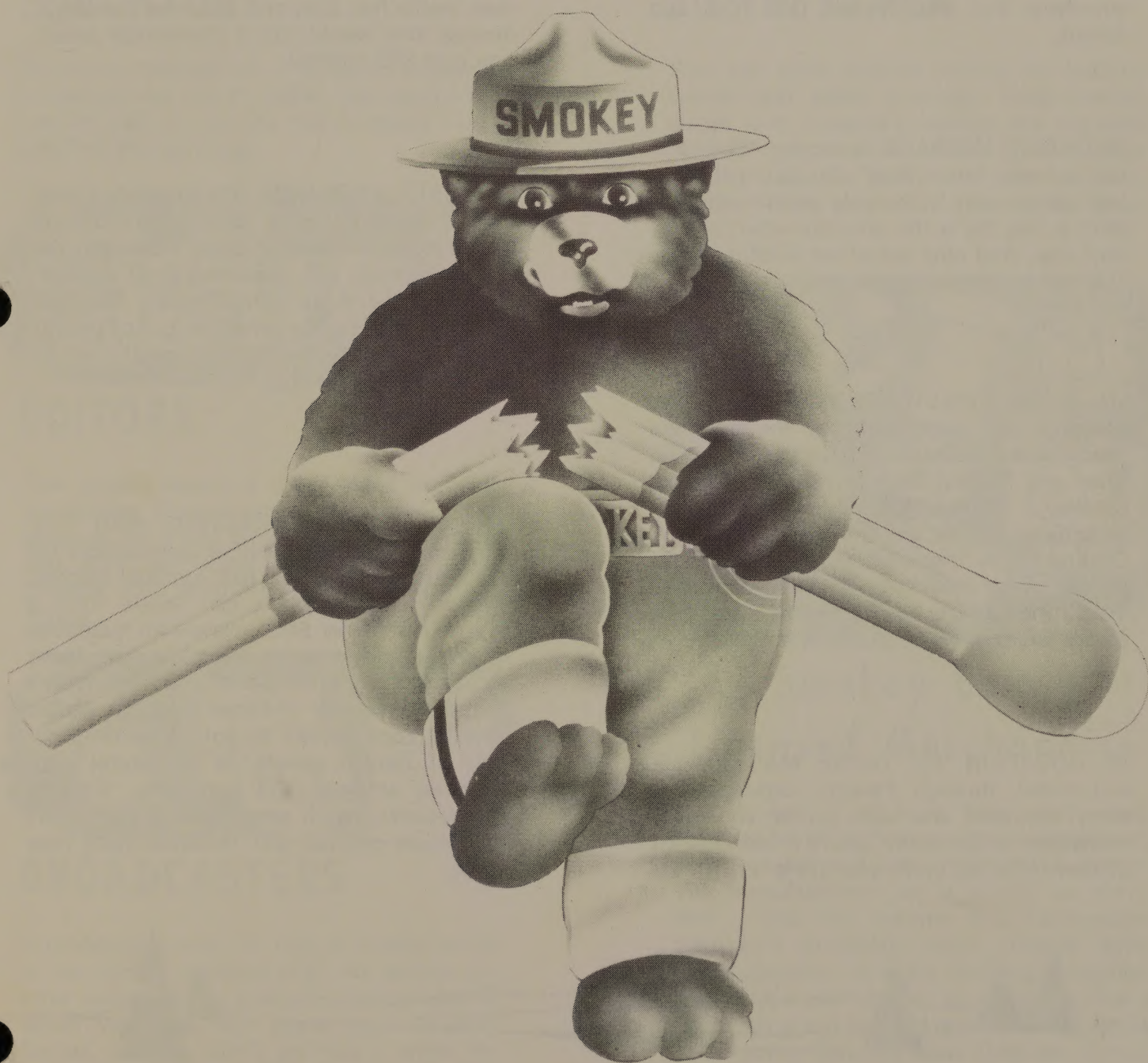
TOTAL VALUE OF ORDER _____

SUBTRACT DOLLAR CREDIT _____

NET CHARGE TO UNIT FUNDS _____

CHARGE APPROPRIATION _____

Smokey's 1971 Campaign



The Program

SMOKEY'S CAMPAIGN to prevent wildfires in our forests and grasslands depends on the efforts of thousands of people like you to spread the word and keep reminding everyone to be careful in the woods, on the range or anywhere that wildfire can take hold and spread.

SMOKEY'S MESSAGE is simple, "Only *you* can prevent forest fires". To put it another way, since man is the only animal who can *start* a fire, he is the only one who can *prevent* one. And nine out of ten wildfires in the U.S. are started by people.

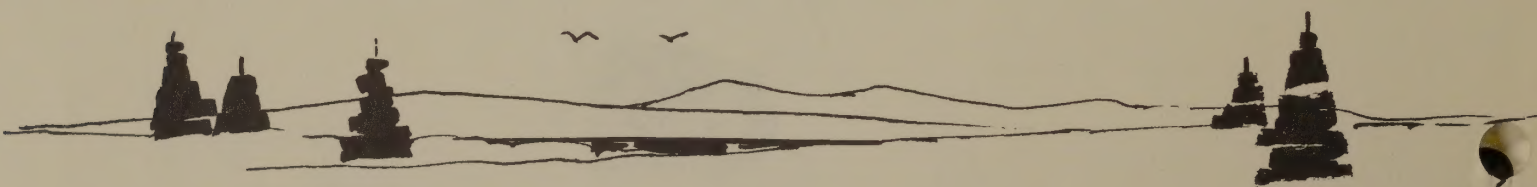
IN THIS PUBLICATION you will see sketches and descriptions of the materials produced by professional advertising men and State and Federal fire control specialists for Smokey's 1971 campaign. (the professional advertising people are from Foote, Cone & Belding in Los Angeles, the volunteer advertising agency for Smokey's campaign for over 25 years. They donate their time and talents as a public service.)

IN ADDITION TO THESE MATERIALS, distributed through forestry organizations, every television and radio station and every newspaper in the entire country receives a kit of new materials every year tying in with the

basic poster theme. Also, magazines and transit advertising companies get special materials adapted for their needs. All this material comes to them through the Advertising Council, which annually secures from mass media free time and space for Smokey's message that would cost a commercial advertiser over \$25 million!

The CFFP PROGRAM (Cooperative Forest Fire Prevention) is a joint effort of the National Association of State Foresters; the Forest Service, U.S. Department of Agriculture; and the Advertising Council. The first two partners provide funds for out-of-pocket costs incurred by the Council and the volunteer advertising agency.

THE 50 STATE FORESTERS AND THE FOREST SERVICE serve as coordinators for the overall campaign. Thus, a school teacher, wherever she may be, can secure from a source within her State, classroom quantities of bookmarks, coloring sheets, or other items to help her teach conservation to tomorrow's leaders. An owner of forest land can obtain weatherproof posters to put up on his property to remind people to be careful with matches, smokes, and campfires. Editors, broadcasters, youth group leaders, and others can secure counsel and materials right near home.

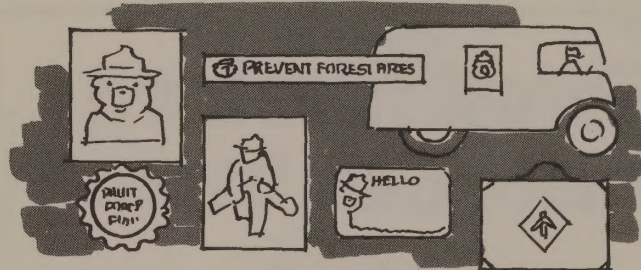


How you can help prevent forest fires



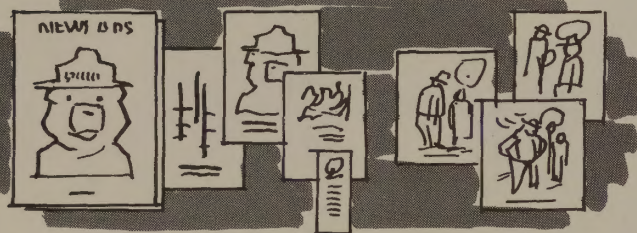
EDUCATORS

Classroom materials of all kinds are available to teachers and youth leaders (see pages 6-7). And be sure to use the school poster illustrated on the next page.



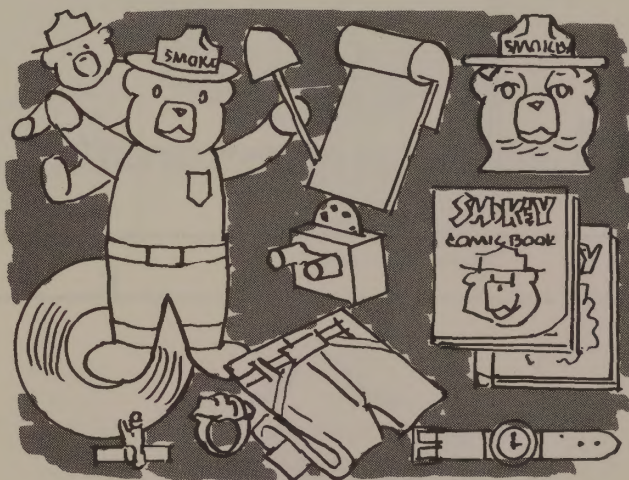
BUSINESSMEN

You can have colorful posters for bulletin boards and other locations. Postage-meter plates with Smokey's message are available from the manufacturer of your machine. Use Smokey's bumper stickers on your company vehicles. There are lots of ways you can help.



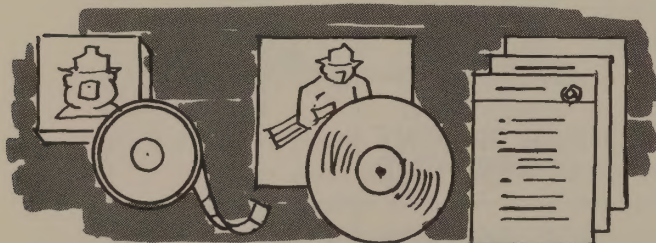
EDITORS

You should receive a proof sheet from the Advertising Council every spring. Also, free cartoons by a top professional cartoonist. If you didn't get yours, write the Advertising Council, 825 Third Avenue, New York, N.Y. 10022.



Smokey Bear Licensed Merchandise

A wide variety of items featuring Smokey Bear and his forest fire prevention message are manufactured and sold under USDA license. The manufacturers pay a royalty on every item - and the income goes to support Smokey's campaign. Items include toys, books, jewelry, watches, clothing, novelties, phonograph records and many others. For a list of items and licensed manufacturers, write to Director, Smokey Bear Program, Forest Service, U.S. Department of Agriculture, Washington, D.C. 20250.



BROADCASTERS

You should receive TV film or a radio platter in the spring, together with live scripts and other material. This is award-winning material which will look and sound good in your format. If you didn't get yours, write the Advertising Council, 825 Third Avenue, New York, N.Y. 10022.

Smokey's 1971

**Forest fires burn
more than trees.**



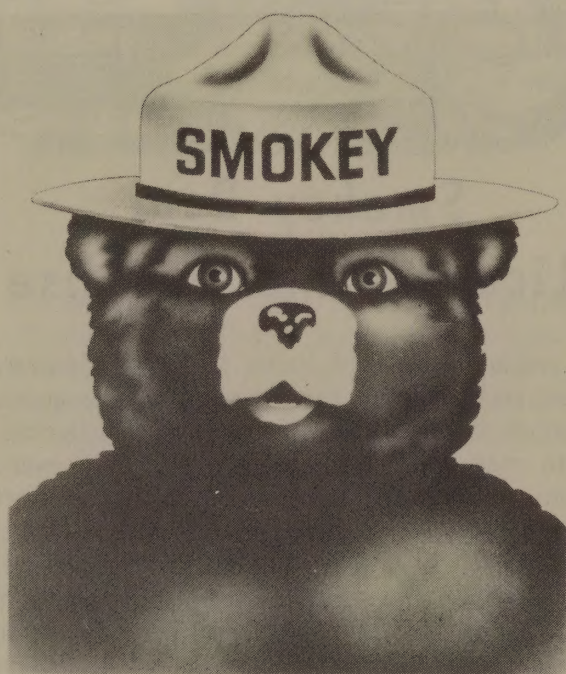
 **Only you can prevent forest fires**

1

**Smokey's friends
don't play with matches.**



2



4



5

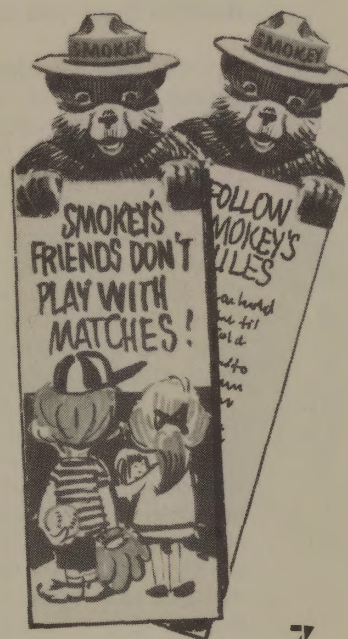
materials.



6



3



7

71-CFFP-1 *Basic Poster*, 13" x 18½" dramatic new theme appeals to the heart, ties in with radio, television and print campaigns. Order 1a for paper; 1b for weather-proofed cardboard.

71-CFFP-2 *School Poster*, 13" x 18½" and 7" x 10" (paper only) Smokey's basic message for kids delivered in a very contemporary way - a color photograph of a most unusual paper sculpture. Order 2a for paper; 2b for weatherproofed cardboard; 2c for small paper.

71-CFFP-3 *Range Fire Poster* 21½" x 17" A special item mostly for our Western states. A beautiful reproduction of a masterpiece by Charles Russell, Famous Cowboy Artist. Order 3a for paper; 3b for weatherproofed cardboard.

71-CFFP-4 *Standard Smokey Poster*, 13" x 18½" A new design that will be a standard item for several years. Order 4a for paper; 4b for weatherproofed cardboard.

71-CFFP-5 *Stamps*. Gummed and perforated. Four new designs. A million uses for these colorful little fellows.

71-CFFP-6 *Sticker*, die cut, four color process with pressure sensitive adhesive back. 3½" figure of Smokey can be easily removed and attached to any number of objects.

71-CFFP-7 *Bookmark*, die cut so Smokey grasps top of page, great for libraries.

STANDARD MATERIAL

8

a & b Coloring Sheets, two new versions for 1971. 8a (No. 29) is designed for the cut-out and fabrication of a three dimensional bird, an adaptation of the school poster. 8b (No. 30) features the campaign theme "Forest Fires Burn More Than Trees," complete with the bird nest and baby birds. Children will love them.

9 Pocket Planner (datebook) for 1971, printed in new, smaller size (3½" x 5½") to conveniently fit most pockets. Two color, plastic-coated cover features new contemporary design, with a fire prevention message on each individual page.

10 Litterbag, new poly plastic design (9" x 12"). A durable item, popular with those who travel, hunt, fish, picnic and camp. Printed on one side only. Carries the message, "Keep America Green and Clean."

11

a & b Smokey Bear Shoulder Patch. Two designs to choose from. 11a, arrowhead shape (3" x 4¼") green and brown on washable cotton twill background. 11b, new shape and design (3-7/8" x 4-1/8" 3 color on washable cotton twill background. A high quality item readily adaptable to a variety of uses.

12 Smokey Bear Emblem - New Design, replaces the Junior Forest Ranger Patch. Circular in shape (2-1/16" diameter), featuring Smokey's head and a fire prevention message. Can be easily attached to jacket, shirt, etc. Washable.

13

a & b Bookcovers, plasticcoat (20" x 12"). Attractive, durable and educational. Available in two designs. 13a, a reprint of "Forest Tips" featuring a colorful psychedelic design with great appeal to teenagers. 13b, a new design of the "conservation" model, attractively designed to tell the conservation story.

14 Ruler (12", wooden) - A brand new item presenting Smokey's fire prevention "rules" on a practical and inexpensive wooden ruler. Ideal for school children of all ages.

15 Teachers Kit, basic, with folder, teaching unit, playlet, and song book. Add other items as desired. An effective way to bring Smokey's message into the classroom.

16 "True Story" comic book. The popularity of this item never seems to diminish. Excellent for use in grade schools or as a handout to special groups.

17 "Smokey Bear's Story of the Forest," 16 page booklet. Tells the conservation story in simple yet effective language. Popular as a work book for grades 1-4.

18 Smokey's Record, An interesting and educational accounting of Smokey Bear's campaign dating back to his debut in 1945. This historical recording of Smokey's Program appeals to all age groups.

19 "You and Forest Fires" - A revised and updated version of the popular adult-level pamphlet describing how forest fires affect people. Added emphasis is placed on forest fires and environmental quality.

20

a & b Smokey Bear Song Sheet. Reprint. The popular Smokey Bear Song appears on the front of

each sheet with the conservation pledge (20a) and the neckerchief project (20b) on the reverse. An excellent item for use in the classroom or as a handout for special groups.

21 Junior Forest Ranger Handbook. An effective work book for use in the classroom, in scouting activities, or other special programs relating to conservation, contains a series of "question and answer" type exercises relating to forest fire prevention.

22 Coaster/Ashtray, aluminum in four colors, embossed Smokey Bear head and message. Great for use at meetings or special events.

23 Wallet Card (3-3/4 x 2½", reprint). An effective handout item for use by fire wardens and others in field contact work. Children love them.

24 Roadside Sign, Scotchlite, eight-color on aluminum, 5' x 7'5", with Smokey's message, Remember - Only You Can Prevent Forest Fires." An effective display along roadsides, at field headquarters, etc.

25

a & b Roadside sign, (44" x 16" aluminum) Scotchlite, red letters, Prevent Forest Fires (25a) or Prevent Range Fires (25b). Particularly useful at night.

26 Roadside Sign, (18" x 24") three color head of Smokey with message, "Prevent Forest Fires."

27 Lapel Tab, colorful foldover metal tab, safe for the preschool youngsters. Everyone's wearing buttons.

28

a - f Fire Rules Folder, folds to 5½" x 8½", with pockets. Designed for a specific user group. Headings include Mr. Camper, Mr. Farmer, Mr. Fisherman, Mr. Hiker, Mr. Rancher, Mr. Hunter. Insert appropriate materials.

29 Name Tag, 3½" x 2-3/8", pressure-sensitive adhesive back. Comes in strips.

30

a & b Day-glo Bumper Strips (17" x 2"). Bright red on black, with adhesive back. Shows Smokey's head with choice of two messages, (30a) "Prevent Forest Fires," or (30b) "Prevent Range Fires."

30

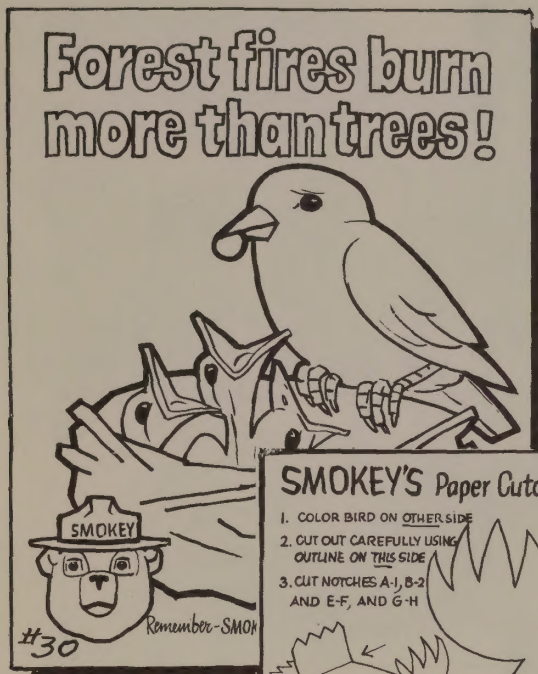
c & d Scotchlite Bumper Strip. (17" x 2"). Deep red on silver, adhesive back, light reflective. Two messages, (30c) "Prevent Forest Fires" and (30d) "Use Your Ashtray."

31 Placemat, Paper, "Thanks, Folks, for being Careful." (Not illustrated).

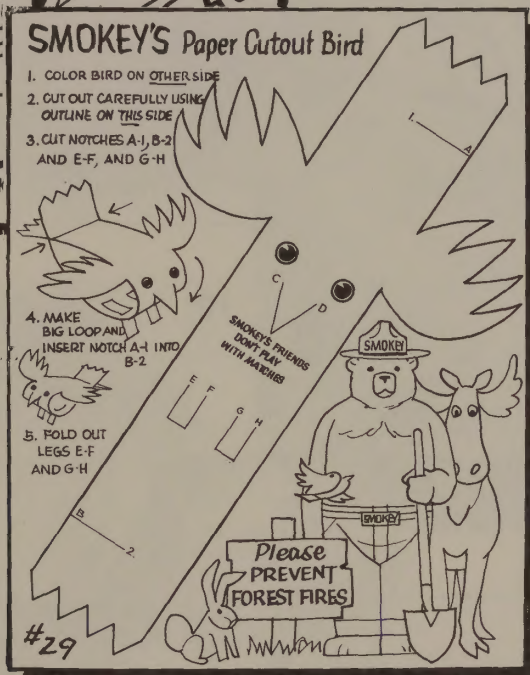
THE JUNIOR FOREST RANGER PROGRAM

Since 1953, more than five million boys and girls have signed up to help Smokey Bear prevent forest fires. These helpers became Junior Forest Rangers by sending a card or letter to Smokey Bear, pledging their support. Youngsters in Alaska, Arkansas, Colorado, Kentucky, Maine, Iowa, Nevada, New Hampshire, Pennsylvania, South Dakota, and Utah may join by writing to their State Forester. Others should write to Smokey Bear Headquarters, Washington, D.C. 20252. Include full name and home address, including Zip Code. Each applicant receives a membership card, a shiny gold badge, Smokey's song, a bookmark, fire prevention stamps, and other material including a letter from Smokey.

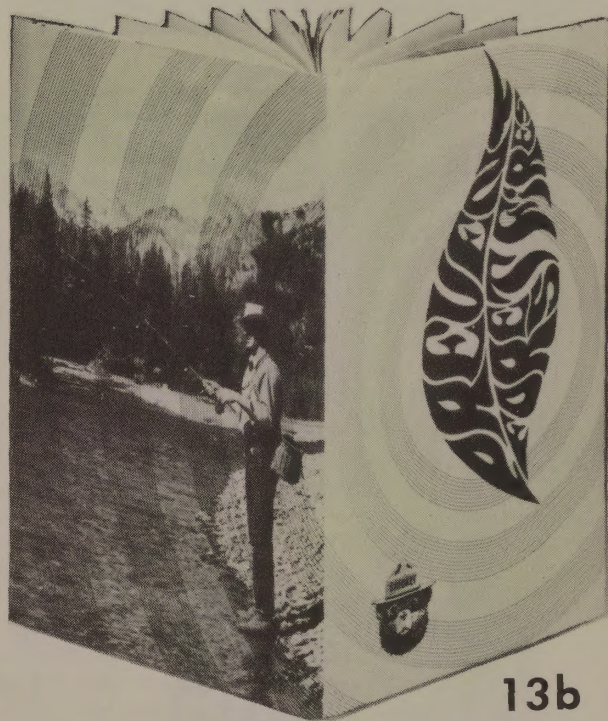
New Items



8



9



10

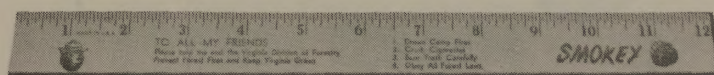


11b



12

14



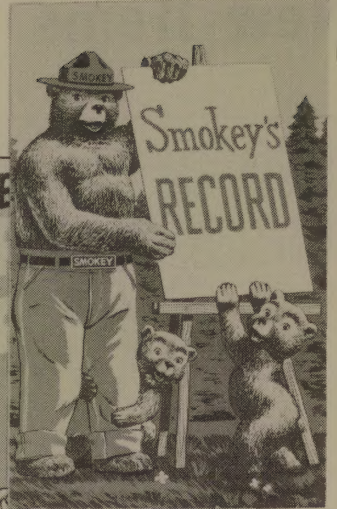


15



16

SMOKEY BEAR



18

17



13a

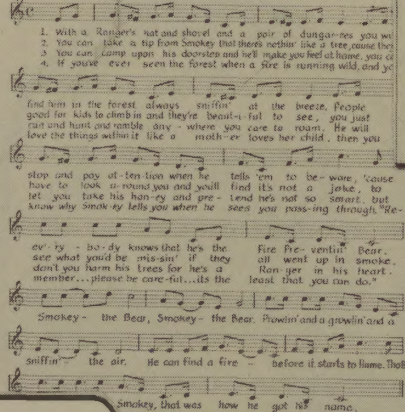


24



SMOKEY THE BEAR

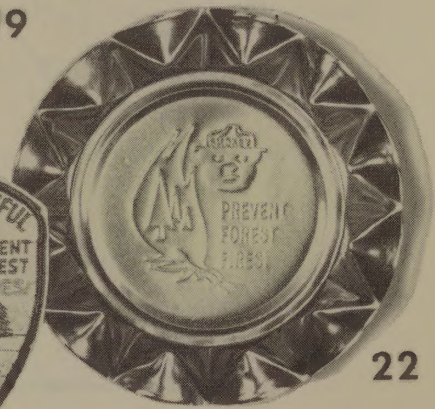
By STEVE NELSON and JACK ROLLI



19



11a



22

U.S. Department of Agriculture - Forest Service and Your State Forestry Department

Junior Forest Ranger Handbook



21



26



Smokey Says:

PREVENT FOREST FIRES!

25

I'M HELPING SMOKEY

20



27



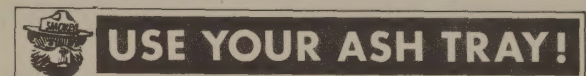
28



23



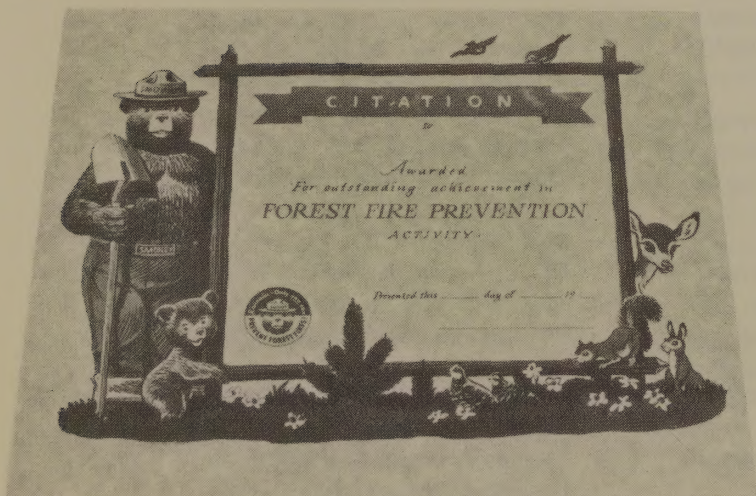
29



30

Awards

Public recognition of outstanding service is an important part of a comprehensive forest fire prevention program. Why not provide such recognition to organizations, agencies and individuals who have made significant contributions to this program in your local area? The two CFFP awards illustrated below provide State and Federal agencies with an inexpensive, yet effective opportunity to accomplish this job. (For additional information on Smokey Bear Awards, see Forest Service Manual 1620.)



71-CFFP-32—, *Smokey Bear Citation*, 12" x 10" vellum certificate with 4-color artwork and black, white and brown letters. Given to organizations, agencies, and persons for outstanding service to forest fire prevention of less than State-wide scope and effect over past two years. Selection by State Forester, Regional Forester, Area Director of their designated representatives.

32



33

71-CFFP-33—, *Smokey Appreciation Award*, 6" x 6", natural wooden shield, with shaded green border and text. Smokey's signature and paw print at bottom. Includes adhesive-backed brass plate for awardee's name. Given to organizations, agencies and persons for significant services to forest fire prevention within a local area over past year. Selection by State Forester, Regional Forester, Area Director or their designated representatives.

WHERE TO ORDER

Contact:

1. Regional Forester, U.S. Forest Service at Missoula, Montana 59801; Denver, Colorado 80225; Albuquerque, New Mexico 87101; Ogden, Utah 84401; San Francisco, California 94111; Portland, Oregon 97208; Atlanta, Georgia 30323; Milwaukee, Wisconsin 53203, or Juneau, Alaska 99801, or a National Forest Supervisor or District Ranger in your area.
2. Area Director, State & Private Forestry, U.S. Forest Service, Atlanta, Georgia 30323 or Upper Darby, Pennsylvania 19082.
3. Your State Forester or Director, or one of his field offices:

ALABAMA State Forester
Alabama State Commission of
Forestry
64 North Union Street
Montgomery, Alabama 36104

ALASKA State Forester
Division of Lands, Branch of
Forestry
323 East Fourth Street
Anchorage, Alaska 99501

ARIZONA State Forester
Watershed & Forestry
P. O. Box 387
Flagstaff, Arizona 86001

ARKANSAS State Forester
Arkansas Forestry Commission
P. O. Box 4523 Asher Sta.
Little Rock, Arkansas 72204

CALIFORNIA State Forester
Division of Forestry
1416 Ninth Street
Sacramento, California 95814

COLORADO State Forester
Colorado State University
Fort Collins, Colorado 80521

CONNECTICUT State Forester
165 Capitol Avenue
Hartford, Connecticut 06115

DELAWARE State Forester
State Forestry Department
317 South State Street
Dover, Delaware 19901

FLORIDA, Director
Division of Forestry
Collins Building
Tallahassee, Florida 32304

GEORGIA, Director
Georgia Forestry Commission
P. O. Box 819
Macon, Georgia 31202

HAWAII State Forester
Division of Forestry
530 South Hotel Street
Honolulu, Hawaii 96813

IDAHO, Land Commissioner
Department of Public Lands
State Capitol Building
Boise, Idaho 83707

ILLINOIS State Forester
Division of Forestry
State Office Building
400 South Spring Street
Springfield, Illinois 62706

INDIANA State Forester
Division of Forestry
607 State Office Building
Indianapolis, Indiana 46209

IOWA State Forester
State Conservation Commission
State Office Building
300 4th Street
Des Moines, Iowa 50319

KANSAS, State Ext. Forester
Kansas State University
Manhattan, Kansas 66502

KENTUCKY, Director
Division of Forestry
209 St. Clair
Frankfort, Kentucky 40601

LOUISIANA State Forester
Louisiana Forestry Commission
P.O. Box 15239, Broadview Sta.
Baton Rouge, Louisiana 70815

MAINE, Forest Commissioner
Maine Forestry Department
State House
Augusta, Maine 04330

MARYLAND State Forester
State Office Building
Annapolis, Maryland 21404

MASSACHUSETTS, Director
Div. of Forests & Parks
100 Cambridge Street
Boston, Massachusetts 02202

MICHIGAN, Chief
Forest Fire Division
Stevens T. Mason Building
Lansing, Michigan 48926

MINNESOTA, Director
Div. of Lands & Forestry
Centennial Office Building
St. Paul, Minnesota 55101

MISSISSIPPI State Forester
Mississippi Forestry Comm.
1106 Woolfolk Building
Jackson, Mississippi 39201

MISSOURI State Forester
North Ten Mile Drive
Jefferson City, Missouri 65101

MONTANA State Forester
2705 Spurgin Road
Missoula, Montana 59801

NEBRASKA State Forester
College of Agriculture
University of Nebraska
Lincoln, Nebraska 68503

NEVADA State Forester
Division of Forestry
201 South Fall Street
Carson City, Nevada 89701

NEW HAMPSHIRE, Director
Dept of Resources and
Economic Development
State House Annex
P.O. Box 856
Concord, New Hampshire 03301

NEW JERSEY State Forester
Dept. of Conservation
Bureau of Forestry
P. O. Box 1889
Trenton, New Jersey 08625

NEW MEXICO State Forester
P. O. Box 2167
Santa Fe, New Mexico 87501

NEW YORK, Director
Div. of Lands & Forests
Albany, New York 12226

NORTH CAROLINA State Forester
North Carolina Forest Service
P. O. Box 2719
Raleigh, North Carolina 27602

NORTH DAKOTA State Forester
N. Dak. School of Forestry
Bottineau, North Dakota 58318

OHIO, Chief
Div. of Forestry and
Reclamation
815 Ohio Departments Bldg.
Columbus, Ohio 43215

OKLAHOMA, Director
Forestry Division
State Board of Agriculture
Capitol Building
Oklahoma City, Oklahoma 73105

OREGON State Forester
P. O. Box 2289
Salem, Oregon 97310

PENNSYLVANIA State Forester
Pennsylvania Dept. of Forests
and Waters
Education Bldg., P.O. Box 1467
Harrisburg, Pennsylvania 17120

RHODE ISLAND State Forester
Division of Conservation
83 Park Street
Providence, Rhode Island 02903

SOUTH CAROLINA State Forester
State Commission of Forestry
P. O. Box 287
Columbia, South Carolina 29202

SOUTH DAKOTA State Forester
State Office Building
Pierre, South Dakota 57501

TENNESSEE State Forester
Division of Forestry
Tenn. Dept. of Conservation
2611 West End Avenue
Nashville, Tennessee 37203

TEXAS, Director
Texas Forest Service
College Station, Texas 77843

UTAH State Forester
525 West, 13th South
Salt Lake City, Utah 84115

VERMONT, Director
of Forests
Montpelier, Vermont 05602

VIRGINIA State Forester
Virginia Div. of Forestry
P. O. Box 3758
Charlottesville, Virginia 22903

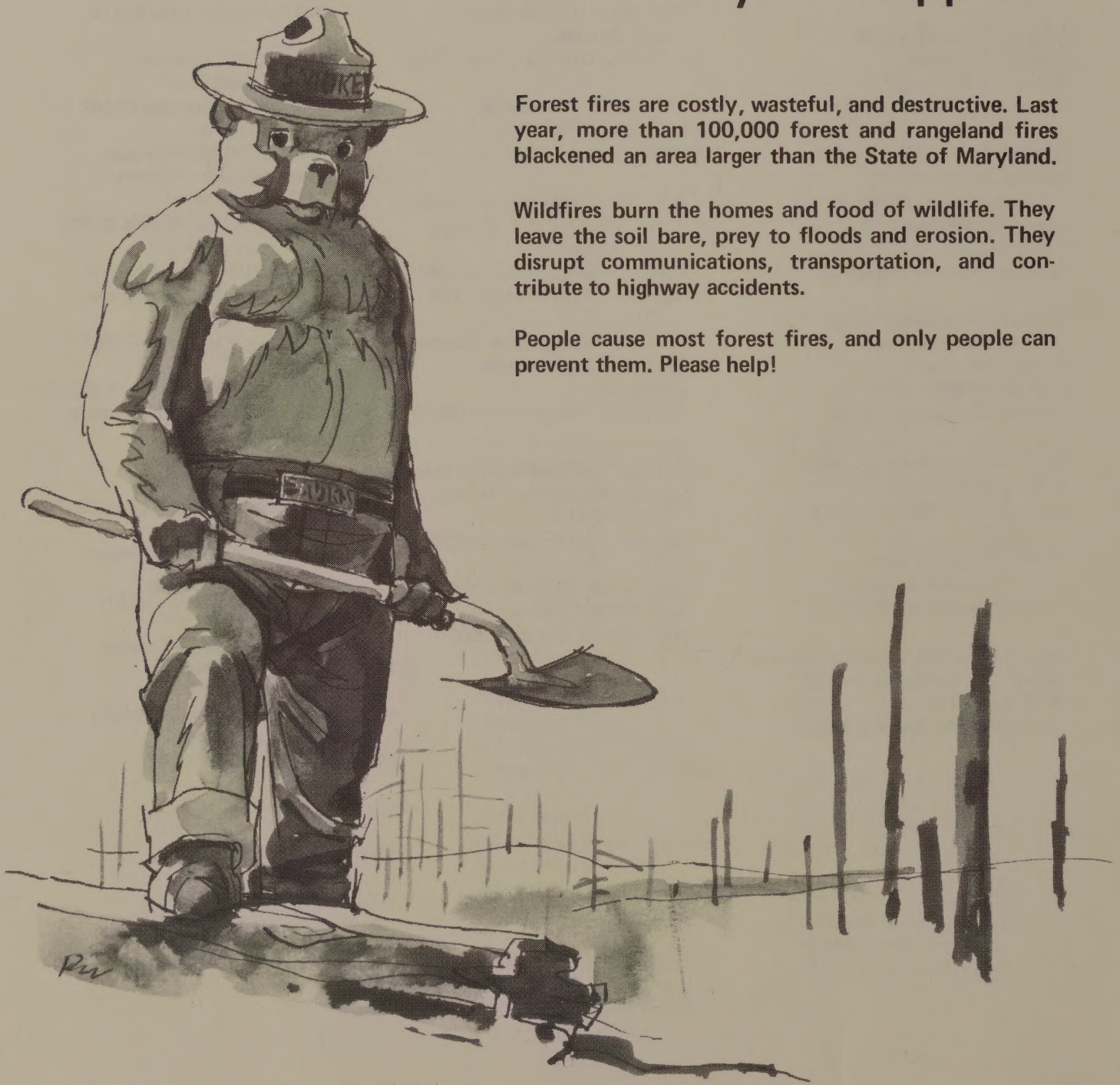
WASHINGTON, Supervisor
Dept. of Natural Resources
P. O. Box 168
Olympia, Washington 98501

WEST VIRGINIA State Forester
West Virginia Dept. of Natural
Resources
Division of Forestry
State Office Building
Charleston, West Virginia 25305

WISCONSIN State Forester
P. O. Box 450
Madison, Wisconsin 53701

WYOMING State Forester
Capitol Building
Room 113
Cheyenne, Wyoming 82001

No other national
public service program
it more deserving
of your support!



Forest fires are costly, wasteful, and destructive. Last year, more than 100,000 forest and rangeland fires blackened an area larger than the State of Maryland.

Wildfires burn the homes and food of wildlife. They leave the soil bare, prey to floods and erosion. They disrupt communications, transportation, and contribute to highway accidents.

People cause most forest fires, and only people can prevent them. Please help!